

## Message Text

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ACTION COME-00

INFO OCT-01 NEA-05 ISO-00 EB-05 DRC-01 RSC-01 /013 W

----- 111291

R 300738Z SEP 73

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 5050

INFO AMEMBASSY BEIRUT

AMCONSUL DHAHRAN

AMEMBASSY KUWAIT

UNCLAS JIDDA 4202

KUWAIT PASS DOHA

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: WATER RESOURCES TRADE MISSION

REF: (A) STATE 186207; (B) STATE 181330

1. ON UTILITY OF MISSION VISIT TO DHAHRAN CONTINUE  
TO FEEL STOP-OFF WOULD BE USEFUL--IN VIEW OF  
CONTINUING URBAN/INDUSTRIAL DEVELOPMENT AND PROSPECTS  
FOR AGRICULTURAL DEVELOPMENT PLANS. LOGISTICS WILL  
OF COURSE BE EVEN MORE DIFFICULT IN RIYADH THAN IN DHAHRAN,  
BUT IF ADEQUACY OF OUR LOCAL RESOURCES IS MADE CRITERION,  
WE MIGHT AS WELL RESTRICT TRADE PROMOTION EFFORT IN SDUAI  
ARABIA TO CITY OF JIDDA. WHILE CURRENT PROJECTS FOR WATER RE-  
SOURCES IN EASTERN PROVINCE MAY NOT OFFER ENCOURAGING  
PROSPECTS FOR IMMEDIATE SALES, THE KEY ELEMENT IN THIS,  
AS IN SO MANY OTHER FIELDS IN SAUDI ARABIA IS THE MANI-  
FEST NEED COUPLED WITH ABUNDANT FINANCIAL RESOURCES.  
THUS, CHIEF GOAL OF MISSION SHOULD NOT BE ON-THE-SPOT  
SALES BUT ESTABLISHING KEY CONTACTS AND IDENTIFYING UP-  
COMING PROGRAMS; AND, PERHAPS EVEN MORE IMPORTANT, THE  
STIMULUS OF ACTION ON NEW PROGRAMS BY IMPACT OF THEIR  
VISIT.

2. THIS OF COURSE IS TRUE NOT ONLY FOR DHAHRAN BUT FOR  
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ENTIRE COUNTRY. SHOULD ALWAYS BE KEPT IN MIND THAT WITH

THE ENORMOUS RANGE OF DEVELOPMENT NEEDS AND RAPIDITY OF CHANGE IN SAUDI ARABIA, THE EXTREMELY SMALL BODY OF GOVERNMENT (AND PRIVATE) DECISION-MAKERS IS STRETCHED VERY THIN. THIS MAKES ATTENTION-GETTING DEVICES SUCH AS TRADE MISSION VERY VALUABLE. RATHER THAN ASK "WHAT DO YOU NEED?" MISSION MEMBERS TO THE EXTENT POSSIBLE FOR THEIR GIVEN PRODUCTS SHOULD COME PREPARED WITH CONCRETE PROGRAMS AND/OR SYSTEMS SO AS TO BE ABLE TO SAY "THIS IS WHAT YOU NEED. LOOK WHAT IT WILL DO FOR YOU HERE AND HERE." SUCH APPROACHES MAY PRECIPITATE ACTION ON DORMANT DEVELOPMENT PROGRAMS WHICH HAVE NOT BEEN MOVING FOR LACK OF TIME, ATTENTION AND ENTHUSIASM.

3. WE ARE CONTINUING ATTEMPT TO PUT TOGETHER DETAILED ANALYSIS REQUESTED REFB AND HOPE TO BE ABLE MAKE FULLER REPLY SOON. COMMENTS IN PARA 2 APPLY OF COURSE, IN THAT WE FEEL GREATEST PROSPECTS FOR MISSION WILL NOT BE IN SERVICING EXISTING PROJECTS BUT IN STIMULATING ACTION ON NEW PROJECTS AND THUS GETTING IN ON GROUND FLOOR.  
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